



The Commonwealth of Massachusetts

Executive Office of Public Safety and Security

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Deval L. Patrick
Governor

Timothy P. Murray
Lieutenant Governor

Kevin M. Burke
Secretary

January 2009

Dear Principal:

The Executive Office of Public Safety and Security (EOPSS) is spearheading the second annual *Dance. Don't Chance*. Prom/Graduation Safe Driving Campaign and Video Contest.

EOPSS is working with corporate partners such as JAM'N 94.5, AAA Southern New England, Macy's, Boston Limo, Men's Wearhouse and Tux, GLACÉAU and Dellaria Salons to make this prom/graduation season safer for teenagers on Massachusetts roads.

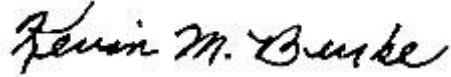
To engage students in the campaign, EOPSS is sponsoring the *Dance. Don't Chance*. safe driving video contest that calls on students to write and produce a 60-second video to promote safe, drug and alcohol free driving during the prom and graduation season, and year round. The top rated videos from each school will be judged by JAM'N 94.5 radio personalities and a winner will be publicly announced later this spring.

The school with the winning video will receive prizes from our sponsors including money for your school prom from AAA Southern New England and non-alcoholic beverages for the prom provided by GLACÉAU smartwater®. Individual contest winners will receive prom attire and accessories provided by Macy's, free transportation on prom night for 10 students from Boston Limo, free tuxedo rental from Men's Wearhouse and Tux, and hair styling for the prom from Dellaria Salons. In addition, a JAM'N DJ will play the music. You can help your students stay safer this prom and graduation season by encouraging them to participate in this contest.

To register your students and school for the contest, please send an e-mail to Ethan Tavan at ethan.tavan@state.ma.us by February 13, 2009 indicating that your school plans to submit entries and identifying your school's authorized representative (see enclosed guidelines for more information). Ask your students to develop a 60-second video that includes the specific safe driving themes described in the accompanying flyer. School officials must screen and submit approved entries by March 13, 2009. A winner will be chosen by JAM'N radio personalities from the top rated entries on or about March 27, 2009.

Please circulate the attached flyer and submission guidelines and get the creativity flowing. For more contest information, please go to www.mass.gov/safety/promshorts. There is also a poster attached for you to print and post around the school to advertise the contest.

Sincerely,

A handwritten signature in black ink that reads "Kevin M. Burke". The signature is written in a cursive style with a large, stylized "K" and "B".

Kevin M. Burke, Secretary
Executive Office of Public Safety and Security

A handwritten signature in black ink that reads "Sheila Burgess". The signature is written in a cursive style with a large, stylized "S" and "B".

Sheila Burgess
Director, Highway Safety Division
Executive Office of Public Safety and Security

attachments